



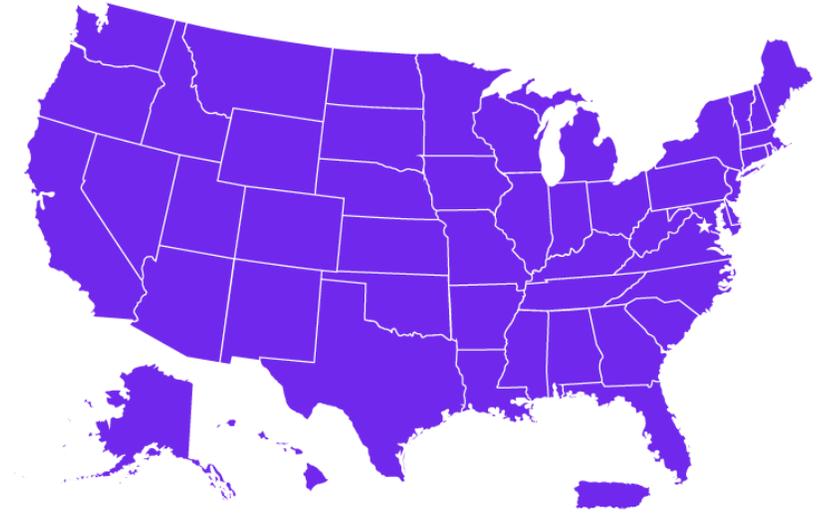
Mi
MARCH OF DIMES®



SIGNATURE CHEFS
Feeding Motherhood



THE U.S. REMAINS AMONG THE MOST DANGEROUS DEVELOPED NATIONS FOR CHILDBIRTH



2 WOMEN

will die from pregnancy-related causes today. And every day.

2 BABIES

die every hour in the U.S.

Pregnancy-related deaths have **MORE THAN DOUBLED** over the past 30 years.

More Than 2.2 MILLION WOMEN

live in maternity care deserts that have no hospital offering obstetric care, no birth center and no obstetric provider.

7 MILLION WOMEN

of childbearing age live in counties without access or with limited access to maternity care.

TOGETHER IN 2021 WE MADE AN IMPACT

Families needed a champion to help get the best possible start. Thanks to your support, March of Dimes was there for them in so many ways.

INFORMATION, RESOURCES AND COMMUNITY

PROVIDED

2.4K MEDICAL VISITS

including quality prenatal and postpartum care

via **Mom & Baby Mobile Health Centers®** in

5 COMMUNITIES



SUPPORTED

50K+ FAMILIES THROUGH OUR NICU INITIATIVES,

including the **NICU Family Support®** program and the **My NICU Baby®** and **Mi Bebé en la NICU** apps, which were downloaded more than 14K times.



OFFERED TRAINING TO

35K HEALTH CARE PROFESSIONALS

to educate them on mitigating bias, stigma and systemic racism in care settings and on best practices to improve maternal and infant outcomes.

EDUCATED

12M PEOPLE WHO VIEWED OUR

EDUCATION WEBPAGES

to find the latest health information.



GENERATED

562M+ MEDIA IMPRESSIONS THROUGH

IT STARTS WITH MOM

that raised more than **\$3 million** through corporate partner activations and contributions.

REACHED

156K PEOPLE THROUGH

10 HEALTHY MOMS STRONG BABIES WEBINARS

to help families hear from experts to best prepare and care for their baby.



OFFERED

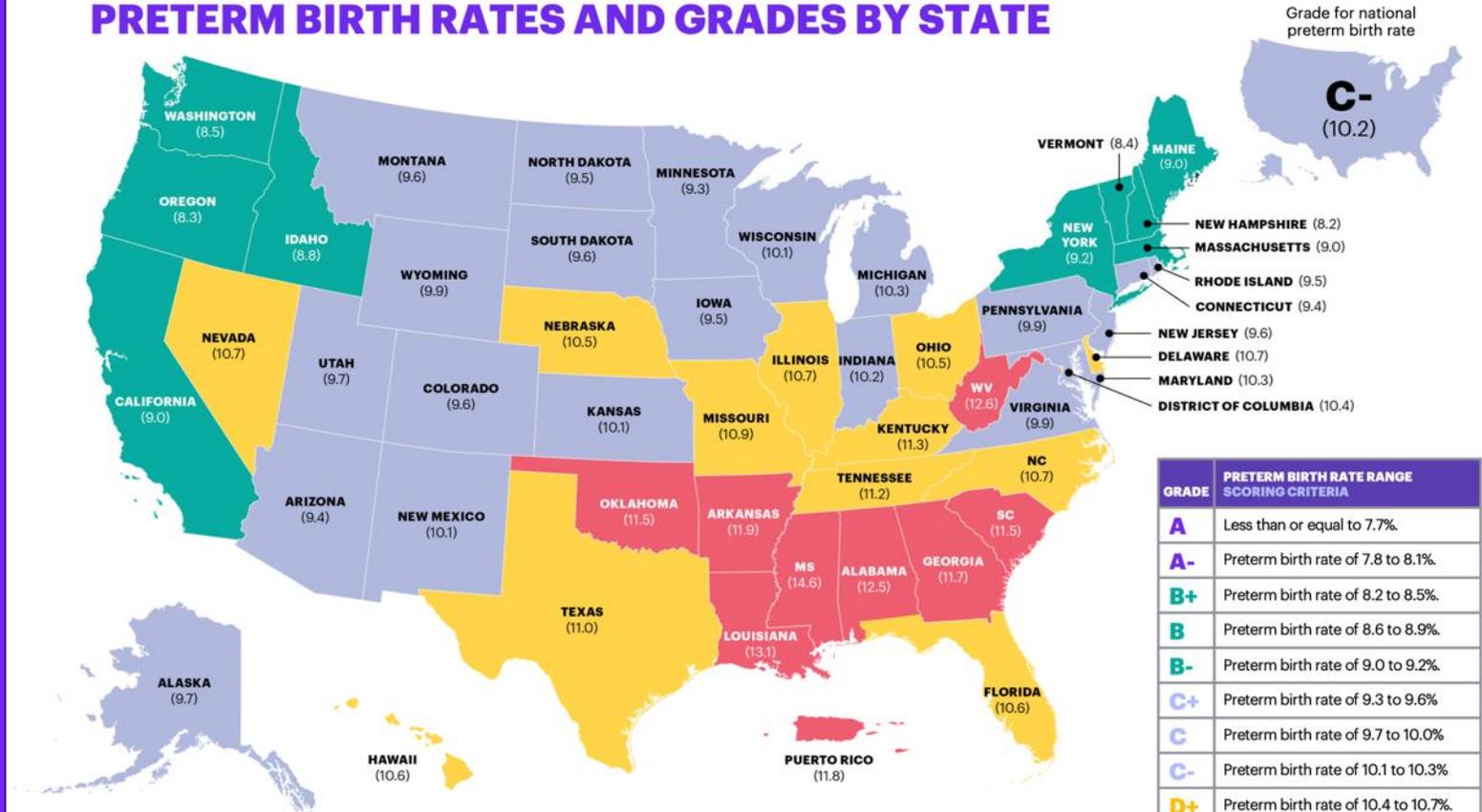
high quality prenatal care to parents-to-be at

50 SUPPORTIVE PREGNANCY CARE®

sites around the country, with **13 brand new sites.**

WHERE A MOM LIVES COULD DETERMINE IF HER BABY WILL BE BORN PRETERM.

PRETERM BIRTH RATES AND GRADES BY STATE



Puerto Rico is not included in the United States total.

Preterm is less than 37 completed weeks of gestation, based on obstetric estimate of gestational age.

Source: Preterm birth rates are from the National Center for Health Statistics, 2019 final natality data.

Grades assigned by March of Dimes Perinatal Data Center.

GRADE	PRETERM BIRTH RATE RANGE SCORING CRITERIA
A	Less than or equal to 7.7%.
A-	Preterm birth rate of 7.8 to 8.1%.
B+	Preterm birth rate of 8.2 to 8.5%.
B	Preterm birth rate of 8.6 to 8.9%.
B-	Preterm birth rate of 9.0 to 9.2%.
C+	Preterm birth rate of 9.3 to 9.6%.
C	Preterm birth rate of 9.7 to 10.0%.
C-	Preterm birth rate of 10.1 to 10.3%.
D+	Preterm birth rate of 10.4 to 10.7%.
D	Preterm birth rate of 10.8 to 11.1%.
D-	Preterm birth rate of 11.2 to 11.4%.
F	Preterm birth rate greater than or equal to 11.5%.

**ACCESS TO
MATERNITY
CARE**

2.2M

Women of childbearing age live in maternity care deserts with no hospital offering obstetric care, no birth center and no obstetric provider.

150K

Babies are born to women living in maternity care deserts.

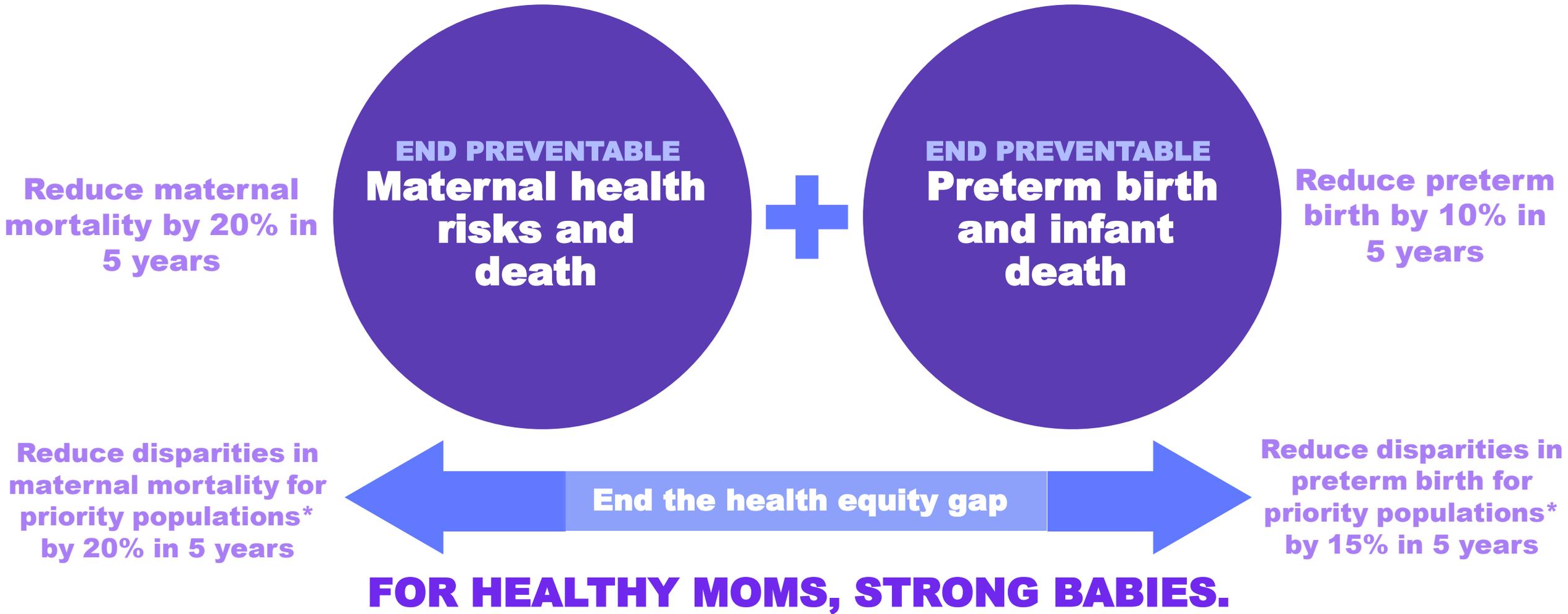
7M

Women of childbearing age live in counties without access or with limited access to maternity care.

**MORE THAN
500K**

Babies are born to women living in these areas.

MARCH OF DIMES ORGANIZATIONAL GOALS



SIGNATURE CHEFS FEEDING MOTHERHOOD



March of Dimes Signature Chefs Feeding Motherhood adds a little flavor to fundraising by bringing guests together alongside Greater Cincinnati's most talented chefs to support the health of moms and babies.

EVENT DETAILS

- **Date: November 2, 2023**
- **Venue: Cincinnati Music Hall**
- **Time: 5:30PM to 9:00PM**
- **Chair: Katie Glaser**
- **Ambassador Family: TBD**

FROM OUR EVENT CHAIR

“Today the U.S. remains among the most dangerous developed nations for childbirth, especially for families of color. With your help, March of Dimes is ensuring all pregnant moms have access to care, addressing inequity in maternal health and strengthening families across America.

Join us for March of Dimes Signature Chefs Feeding Motherhood to raise critical funds to nourish all aspects of motherhood, from prenatal to postpartum.

As the Chair of the Cincinnati/N. Kentucky 2023 Signature Chefs Feeding Motherhood event. I am honored to have you join us as we work to ensure every mom and baby gets the best possible start.

Help us be there for families, particularly those in need, through advocacy, programs and partnerships aimed at reducing preterm birth and ending the health equity gap.”

Thank you!

Katie Glaser

Chair, Signature Chefs Feeding Motherhood





SPONSORSHIP OPPORTUNITY



PRESENTING SPONSORSHIP

Presenting Sponsorship \$35,000

Pre-Event

- Campaign Kickoff - event held prior to host events
 - Logo on the digital and/or printed invite
 - Opportunity to give a “welcome or final address” to guests
 - Opportunity for video spots highlighting sponsors (sponsor provided)
 - Verbal and logo recognition included in day-of presentation
- All pre-event marketing pieces featuring “March of Dimes [event name], presented by [company name]”
- Logo/name recognition as Signature Sponsor featured on event promotional pieces, including but not limited to:
 - Digital event invitations
 - Campaign emails
 - Campaign website with link to company website
- Use of trademarks and logo in mutually agreed co-branded custom promotion for [event name] (March of Dimes has final approval)
- Logo/Name on toolkit provided by March of Dimes to assist with integration of mission and Fund the Mission ask

Day-of Event

- Tickets for two tables (up to 20 guests) for your guests to enjoy the event
- Logo/name recognition as Signature Sponsor in the event program and any event signage
- Verbal and logo recognition included in day-of presentation
- Opportunity to give a “welcome or final address” to guests. Limited time messaging to be approved by March of Dimes
- Opportunity to be featured in a short event video which could include sponsor video spots (sponsor provided) at March of Dimes' discretion or an ambassador family video for Fund the Mission (optional – based on market availability)

Post-Event

- Post event thank you email recognizing chefs and sponsors
- Sponsor Video Message included in thank you email (provided by sponsor)
- Mention in the social media announcement with photo
- Cookbook with recipes from participating chefs (optional – based on market ability)

PLATINUM SPONSORSHIP

Platinum Sponsorship \$25,000

Pre-Event

- Logo on the digital invite
 - Opportunity to give a “welcome or final address” to guests
 - Opportunity for video spots highlighting sponsors (sponsor provided)
 - Verbal and logo recognition included in day-of presentation
- Pre-event marketing pieces featuring your company as a Platinum Sponsor with logo/listing on:
 - Digital and/or event invitations
 - Local market Facebook announcements
 - Event emails
 - Event website with link to company website
- Logo/Name on toolkit provided by March of Dimes to assist with integration of mission and Fund the Mission ask
- Use of trademarks and logo in mutually agreed co-branded custom promotion for [event name] (March of Dimes final approval)

Day-of Event

- Tickets for two tables (up to 20 guests) for your guests to enjoy the event
- Logo/name recognition as Platinum Sponsor in the event program and any event signage
- Verbal and logo recognition included in day-of presentation

Post-Event

- Campaign Local Impact – event to thank all participants post host events
 - Logo on the digital invite
 - Opportunity for video spots highlighting sponsors
 - Verbal and logo recognition included in day-of presentation
- Mention in the post dinner social announcement with photo
- Post event thank you email recognizing chefs and sponsors

GOLD SPONSORSHIP 15,000

Gold Sponsorship \$15,000

Pre-Event

- Campaign Kickoff
- Logo/name on the digital invite
 - Verbal and logo recognition included in day-of presentation
- Pre-event marketing pieces featuring your company as a Gold Sponsor with listing on:
 - Digital and/or print event invitations
 - Local market Facebook announcements
 - Event emails
 - Event website with link to company website
- Use of March of Dimes logo (with approval)

Day-of Event

- Tickets for one table (up to 10 guests) for your guests to enjoy the event
- Logo/name recognition as Gold Sponsor in the event program and any event signage
- Verbal and logo recognition included in day-of presentation
- Opportunity to give a “welcome or final address” to guests. Limited time messaging to be approved by March of Dimes
- Goody bags / product in goody bags (optional – based on market availability)

Post-Event

- Campaign Local Impact – event to thank all participants
 - Logo on the digital invite
 - Verbal and logo recognition included in day-of presentation
 - Post event thank you email recognizing chefs and sponsors

SILVER SPONSORSHIP

Silver Sponsorship \$10,000

Pre-Event

- Campaign Kickoff - event held prior to host events
 - Verbal and logo recognition included in day-of presentation
- Pre-event marketing pieces featuring your company as a Silver Sponsor with listing on digital event invitations
- Use of March of Dimes logo (with approval)

Day-of Event

- Tickets for one table (up to 10 guests) for your guests to enjoy the event
- Logo/name recognition as Silver Sponsor in the event program
- Logo recognition included in day-of presentation

Post-Event

- Campaign Local Impact – event to thank all participants
- Post event thank you email recognizing chefs and sponsors

BRONZE SPONSORSHIP

Bronze Sponsorship \$5,000

Day-of Event

- Name recognition on Event webpage
- Name recognition on sponsor “Thank you” Social Media post
- Name listing on local Event Social page
- Name listing on select signage at Event
- Name listing as Bronze Sponsor in the event program
- Access to March of Dimes Promotional toolkit



MARCH OF DIMES



SIGNATURE CHEFS
Feeding Motherhood

OTHER PARTNERSHIP OPPORTUNITIES



PLATINUM SPONSOR

NICU GRADUATE HALL OF FALL

[INSERT COMPANY NAME] will sponsor a unique exhibit featuring then and now photos and stories of a select group of NICU graduates to be displayed at Cincinnati/ N. Kentucky's Signature Chefs Gala

Pre-Event

- Campaign Kickoff
 - Logo on the digital invite
 - Opportunity to give a “welcome or final address” to guests
 - Opportunity for video spots highlighting sponsors (sponsor provided)
 - Verbal and logo recognition included in day-of presentation
- **Pre-Event marketing pieces featuring your company as the Platinum Sponsor with logo/listing on:**
 - Campaign Kickoff invite
 - Digital and/or event invitations
 - Geo-targeted event social media announcements (i.e. Facebook, Twitter and LinkedIn)
 - Event emails, including:
 - NICU Hall of Fame “sneak peek” email
 - NICU Hall of Fame advertisement and recruitment and promotional messages
 - Event website with link to company website
- Logo/Name on toolkit provided by March of Dimes to assist with integration of mission and Fund the Mission ask
- Use of trademarks and logo in mutually agreed co-branded custom promotion for [event name] (March of Dimes final approval)

Day-of Event

- Tickets for one table (up to 10 guests) for your guests to enjoy the event
- Access for your guests to the VIP reception
- Logo/name recognition as **Platinum Sponsor** in the event program and any event signage
- Verbal and logo recognition included in day-of presentation
- Logo lock up on 10-12 NICU Hall of Fame displays showcased in prominent area

Post-Event

- Campaign Local Impact –event to thank all participants post host events
 - Logo on the digital invite
 - Verbal and logo recognition included in day-of presentation
- Mention in the post dinner social announcement with photo
- Post event thank you email recognizing chefs and sponsors



TEXAS BECKETT

SHE LOVES MAKING CERAMICS, DRAWING, & PLAYING VIDEO GAMES

MEDIA PARTNERSHIP

- Logo recognition on Event webpage
- Logo recognition on sponsor “Thank you” Social Media post
- Name listing on local Event Facebook Event Page
- Logo listing on select signage at Event
- Logo recognition on Event print and promotional materials
- Content and coordination for local mission stories
- Speaking/Emcee opportunity at Event and kickoff events
- Access to March of Dimes Promotional toolkit



FUND THE MISSION MATCHING GIFT

FUND THE MISSION GIFT

- Gifts are 100% tax-deductible.
- Verbal recognition during the Fund the Mission portion of the event.

MATCHING GIFT

- Matching gifts are 100% tax-deductible gift that will be used to match other donations made during the campaign.
- Opportunity includes onscreen logo inclusion and verbal recognition during presentation.





THANK YOU!